

Minutes of Waukesha County Airport Operations Commission
June 8, 2011

Chairman Crowley called the meeting to order at 8:00 a.m.

Commissioners Present: Bluemke, Schoepke, Crowley and Richards. Commissioner Falstad excused from today's meeting.

Others Present: Val Ramos, Airport Administration; Keith Markano, Airport Manager ; Harry Becker, Atlantic Aviation; Tracy Shilobrit, StrateVantage ; Gregg Lindner, Tenant; and Kurt Stanich, Airport Operations.

Approve modify minutes of Minutes of April 13, 2011

Secretary Richards moved with second by Vice-chairman Bluemke to approve the May 11, 2011 minutes. Motion passed.

Public Comment/Correspondence – None

Discussion on responses to recent survey questions –Chairman Crowley - StrateVantage conducted a survey for airport tenants to respond. Tracy Shilobrit is present to review the responses and answer questions. Commissioners and those present received copies of the survey results. Mrs. Shilobrit was invited to come forward and address the Commission.

Mrs. Shilobrit - This survey was much more positive than the survey from 2009, a lot of progress and improvement has been made since then. Some of the big issues back then were fuel prices, property taxes and the environment at the airport (unwelcome feeling, communication issues with airport management and the FBO policies). This survey was not sent to any airport employees as the 2009 survey was, the replies are from airport customers only. The response rate was lower than 2009 but the results were more positive. Communication from airport management was rated 84% as very effective with customers/tenants expressing their appreciation for the effort made to improve the environment and communication with them. There was strong feedback on the website, 67% said they liked it and it was effective. The newsletter received a 90% rating stating it was very beneficial keeping them informed of events and activities. There was indication from some about a monthly newsletter instead of bi-monthly as is now. A summary of the key findings will be made of the survey to be included in the next newsletter. Mrs. Schilobrit reviewed the results with the Commission.

Commissioners Richards and Bluemke asked if the newsletter was being sent out to the public such as businesses and Waukesha County Economic Development Corporation, etc.

Mrs. Shilobrit - The newsletter is sent mostly to airport tenants but there is also a self-subscriber link on the website.

Commissioners Bluemke and Richards think it is very proactive to get the newsletter out to more people/business/corporations. Instead of e-mails, letters should be mailed out to these people/ businesses/ corporations. We need to get this information out to people that are not receiving this or aware it is out there.

Mrs. Shilobrit - Businesses/corporations already received a letter and the airport corporate brochure. Mrs. Schilobrit agreed with Vice-chairman Bluemke on more marketing of the airport if the airport has money in the budget for this.

Chairman Crowley – The airport needs to communicate the positives of this survey out to the general public (businesses). Send a press release out to the Small Business Times, Journal/Sentinel, Business Journal and the Freeman. The press release should contain items that are positive such as Kohl's, Cooper-Power, Generac Corp. and other business that are working with the airport and staying here at the airport. This would be a good way to get this information out there for others to read if we cannot get this out to them via e-mail or other type of media. We need to get this in a publication they are most likely to read on a regular basis. Our next step would be for the Commission and Mrs. Schilobrit to meet and decide what items to communicate in these publications.

Commissioner Schoepke made a suggestion to include the website address in the publications. This would be a good way to keep track of hits to the website.

Mrs. Shilobrit continued - Tenant retention remains a big concern for the airport. Despite the disgruntled tenants from the last survey, the airport has a good long-term loyal population. Tenant population remains stable with 70% being at the airport more than six years, and more than 70% intend on remaining at the airport for the next ten years. Biggest issue is aging population that needs to be replaced. Most reasons are fixed-income, medical issues or people move away. Thirty seven percent of airport tenants are over age 60, so the airport needs to work at replenishing that population.

Mrs. Shilobrit continued - The airport received positive replies on the services provided by airport management and Midwest ATC (air traffic control tower). Satisfaction ratings were up for Spring City, Skycom, PlaneSafe and Midwest ATC. Atlantic Aviation satisfaction ratings decreased 7%. Utilization of businesses at the airport were up slightly from the 2009 survey. PlaneSafe received an increase of 6% while Atlantic Aviation decreased by 6%. Skycom, Atlantic and PlaneSafe have the highest utilization rates of all airport businesses.

Vice-chairman Bluemke – Those increases and decreases are possible with those types of businesses, where some of the other business it take a longer time to have an effect.

Mrs. Shilobrit continued – Strong interest in purchase of additional or new aircraft, 39% expect to purchase aircraft in the next couple of years and 31% plan to build or rent a hangar at the airport. This is very consistent with the results of the 2009 survey. New T-hangars - There would not be a problem in renting out new 10-unit structure with amenities including private hangar space and bi-fold doors for about \$325 a month. Suggested comments were having a restroom and access to water for washing aircraft in the new T-hangars, as well as providing heat for the winter. Some tenants said the rent would be too much for them due to fixed incomes and were happier with fewer amenities and lower rental price. This demonstrates the need to provide a range of price/feature options to attract and retain a range of tenants. There is also a continual strong response to have a restaurant on the airfield. Most tenants said they would be regular customers for breakfast (71%) and lunch (80%), with 59% indicating they would likely come for dinner. Tenants said a restaurant at the airport would attract fly-ins and pilots flying into the airport and being able to access the restaurant on foot. Nearly half of the Waukesha airport tenants frequent other airport restaurants several times a year and 34% visit airport restaurants several times each month. The fuel costs are still a burning issue. High fuel prices at Waukesha continue to drive pilots to other airports for fuel at lower prices. Survey results-Atlantic fuel discount – Only 1/3 of the tenants use the discount most of the time with 62% seldom or never using the discount. Feedback was that even with discount fuel is still one dollar higher than any other airport. Location and prices are the most important factors in winning and retaining tenants. Clearly, fuel is uncompetitive at Waukesha and discount is not the solution to this problem. Tenants showed disappointment that lingering fuel issue has not been resolved. Fuel percentages reviewed – 8% drop in tenants that purchase nearly all of their fuel at Waukesha and tenants purchasing 50% of their fuel at Waukesha dropped by 6%. This shows Waukesha is continuing to lose fuel sales to other airports. The fuel percentages were not broken up by 100LL and Jet A fuel, Mrs. Shilobrit said she would do this for the Commission. Property Taxes - Property taxes were not a big concern as in the 2009 survey.

Vice-chairman Bluemke asked if others had difficulty reporting on the survey as he did.

Mrs. Shilobrit said there were three others who had difficulty responding to the survey. One of the problems was if all of the questions were not answered you received a notice telling you the survey was not completed. This was not so because the completed answers were retained in the survey. People were not aware of this and thought their input was not being recorded. The next survey will be modified and this is will not be a problem.

Mrs. Shilobrit – Competition – Most popular airports in the area in 2011 are Watertown, Dane County, Southern Wisconsin/Janesville. Most popular in 2009 were Capitol Drive with Hartland & Dane County in a tie. Capitol Drive dropped down to number 8 in 2011 and Watertown climbed from number 8 to number 1. Survey question asking where tenants would move their aircraft if they were to leave Waukesha, 2011 response was (1) East Troy (2) Capitol Drive (3) Hartford. The response in 2009 was (1) Hartford (2) East Troy (3) Timmerman. Fuel prices and location are major factors for tenants. Mrs. Schilobrit discussed some of the detailed results of the survey with the Commission. (Commissioners received detailed results of the survey.)

Chairman Crowley – Yesterday, he and Vice-chairman Bluemke met with County Executive Vrakas and shared some of the survey results with him so he is aware of some of the positive and negative aspects (fuel issue), and also a restaurant at the airport.

Vice-chairman Bluemke – AOPA has a copy of the Airport's Economic Impact Study that was completed by Carroll University in 2009, and they were very impressed with the study. AOPA is very interested in airport impact studies and especially what has been done here in Waukesha. This is a study that was developed for the airport in Waukesha that is being recognized nationally. The County Board Supervisors should be made aware of this because they paid to have this done and that there will be more results for the airport in the future because of this. AOPA has requested an interview with Vice-chairman Bluemke on the economic impact study. Chairman Bluemke said he will stress that Waukesha knows how to do a study and do it effectively and without FAA money. The interview will take place the week of July 25th at EAA Air Venture in Oshkosh.

Schoepke – Would like this information to be a press release.

Secretary Richard – Requested Mr. Markano look into having the study published in Airport Business magazine (a national publication).

Gregg Lindner – Suggested the Commission contact Airport Improvement Magazine and meet with the editor to give the airport more exposure to the public.

Mrs. Shilobrit reviewed Marketing results with the Commission.

E-newsletter getting very good readership results at 58%. Rate of readers using e-links through newsletter is 27%. (New website and flicker account created an increase in clicking rate.)

75th Anniversary and tenant appreciation event went very well with over 250 tenants with families attending. Very positive event and tenants would like to see more of these events in the future.

New Website – The previous website had many issues and was under performing. New website is averaging 1230 visitors per month since it was launched December 2010 and about 150 visitors per month on each page.

Events - Net Working After 5 and Wings Over Waukesha. Wings Over Waukesha was attended by approx. 6000 people and raised about \$16,000 for EAA and Commemorative Air Force. Net Working After 5 had attendance of 130 business people, and according to WCDA is a very good turnout. Spring City Aviation and Stein Aircraft Services received good leads from businesses that they are following up on. The Airport is on the Net Working After 5 schedule for 2012.

Brochures & Power Point – Brochures (corporate and recreation) have been printed and distributed. Brochures are in the terminal lobby, given to airport businesses, Bill Mitchell and WCDA, tourism bureau, and to all NBAA members on mailing list (corporate brochure and cover letter from Mr. Markano).

Public Relations – Not too much was done on PR for airport. This seems to be a priority for the Commission and maybe they can work this into the operational budget.

Vice-chairman Bluemke – The Airport received very good value in marketing services from Mrs. Shilobrit and hopefully the County Board will allow money to continue with this service.

Chairman Crowley – The survey and marketing results will be given to Mrs. Bussler for her review and feedback. She fought very hard for the Airport to receive this money and this information, with the results, will be important for her to continue to be an advocate for the Airport to continue with this plan. Chairman Crowley would like airport management to put together a press release to market this information to the public.

Schoepke – Very pleased with the great improvement in communication with airport tenants. Now we have to work on some of the other things that need to be addressed like fuel prices and a restaurant at the airport.

Richards – A restaurant would allow more exposure for the airport. There is not room in the terminal for a restaurant but there are other areas for this so that is easily accessible to airport users and also attract clientele from around the airport area.

Mr. Stanich – There are companies and developers interested and have very good ideas on how to put in a restaurant facility at the airport and attract a restaurateur to come in. This is a definite possibility and feasible as well.

Chairman Crowley – There are opportunities and people interested in doing this, it is just the process that is hindering this. This was discussed with the County Executive to see what can be done to prevent this from dragging on for another year or two. This subject has been going on for quite some time. The restaurant is a great idea and now is the time to pursue this and get this moving. We need to meet with these interested parties. The Commission can hold a special meeting to discuss ideas and RFP that can be presented to the County Executive and the County Board to move this along even quicker.

Chairman's Report – Met with County Executive on Tuesday, June 7th. The County Executive is very receptive and appreciative to what the Commission has done so far, and understands the Commission's concern with fuel costs and a few other issues. Chairman Crowley then requested an update on signage and cellular tower from Mr. Markano.

Mr. Markano – Wayfaring signs have been ordered, slight delay with problem of aluminum, but they are finished and should be delivered sometime today. Mr. Stanich met with Steve Brenner, Public Works person in charge of signage, last week to discuss the entrance sign. Discussed several ideas with Mr. Brenner and presented him with about ten examples of different airport signs. One

idea is to take new airport logo and putting that up on a sign for entrance to the airport. There is still debate on where to place the entrance sign. This is definitely moving forward and hope it will be in place by this fall.

Mr. Markano – Still no update on this tower. He will call Corporation Counsel on this later today and e-mail the Commissioners on tower status.

Airport Manager's Report

674 T Hangar Demolition – Informed we had to bid out the project and could not go with the three quotes received for demolition of the building. Karen Braun (Public Works) and Mr. Markano have been working on the specifications for a bid. Looking at July 15th as a tentative date to get bid out.

503 Maintenance Hangar – Received pictures from Mr. Becker (Atlantic Aviation) of 503 Bluemound maintenance hangar roof. Waukesha Roofing was called to come out and look at the roof and received a quote for time and materials not to exceed \$6,500. Talked to Mark Keckeisen (Public Works-Maintenance) about this and told to go ahead with the repairs since the roof is old and repairs needed.

Runway Safety Team – Mr. Markano received list of items that need a response. He will respond to these items in a letter later this week.

FAA Federal Grant Assurances – Received modified grant assurances. FAA does not want any more “through the fence” operations and have added this to the grant assurances. Mr. Markano will sign these documents and return them to the FAA.

Safety Area Project – Still going back and forth with the localizer on where it will be moved. We thought this was resolved with it going on the other side of Pewaukee Road, now being told we cannot move it on the other side of the road. In a teleconference last week we were told we could keep the localizer on the airport side of Pewaukee Road, by constructing it in an extended pavement section to the east and put a fiberglass fence in front of it. This seems to be the accepted procedure in dealing with the localizer.

Century Fence Appraisal – Mrs. Bussler directed Mr. Markano to create an ordinance requesting funding to proceed with the appraisal for Century Fence. This is the ordinance (Commissioners were given copies) requesting \$20,000 from the Airport fund balance to go into the Airport operating budget. Ultimately the County wants to be reimbursed by the FAA on this. The Bureau of Aeronautics (BOA) Airport Owners Guide to Land Acquisition says the airport must do at least one appraisal, then potentially a second appraisal, then allow the landowner to request an appraisal that the airport pays for, and then have the review appraisals in between and a possible reconciliation at the end. The BOA will determine what a fair offer is. Before negotiating with Century Fence, the appraisals need to be completed. Karen Braun and Mr. Markano spoke to the BOA and agreed \$20,000 was a reasonable amount to request for the appraisals. For reimbursement from the FAA, the County must follow these procedures.

AAAE Conference – Mr. Markano and Mr. Stanich attended the conference in Atlanta. It was a very good conference. Talked to some of the people there about the Reauthorization Bill and most agreed nothing would be done until some time in November and that we will see continuing resolutions. Mr. Markano is not sure what this will do to capital projects.

Gate Project – Controls at gate 11 were moved out, the contractor erred on the bollards for gate 9 for the controls so this will be taken care of at their cost. Completion should be by the end of this week. Tentative walk through for punch list sometime next week. As part of the project, work was done on two expansion joints by the ramp on the FBO side.

Fuel – Copy of letter to Atlantic Aviation was given to Commissioners. Mr. Markano will meet with Mr. Becker on fuel issue.

Budget – Kick off is tomorrow June 9th, we should receive our budget target then. We will work on the budget and hold a special meeting later this month (June 29th) for the Commission to review.

Tower Activity and Fuel reports

Tower Activity and Fuel – Tower activity is down and fuel is up.

Wings Over Waukesha – August 26th to 28th. Good list of aircraft coming in. Looking for sponsors or donations, there are sponsor forms available for those interested.

Youth Aviation Adventure Program – The Civil Air Patrol will have this program at the airport on September 17th. This will be a ten station “round robin” type of program. This program is for youths 12-15 years of age. They will be in groups of 5 and spend 10-15 minutes per station and learn about the different areas of aviation.

Moving – Public Works is doing a great job on taking care of the airfield.

Chairman Crowley – Has final approval come in for the crane at the County jail?

Mr. Markano – As of today nothing has been received in our office.

Chairman Crowley – The Commission gave their approval on condition of receiving approval and the County requested a start date of June 6th.

Mr. Markano – There has been no sign of a crane this week at the jail yet this week. The request went to the Board of Adjustments last week and we have not received anything from them. Mr. Markano will stay on top of this.

Future agenda items:

501C

Naming rights

Restaurant

Adjourn

Secretary Richards moved with second by Vice-chairman Bluemke to adjourn. Motion carried. Meeting adjourned 9:55 a.m.

Next meeting: Wednesday, July 13, 2011 at 8:00 a.m.

Respectfully submitted,

Dick Richards

Secretary

June 8, 2011